

Public Affairs Assistant (Outreach-Education) Position: BLA-721020

13. BASIC FUNCTION OF POSITION

Under the supervision of the Library Deputy Director and with guidance from the Library Director, the incumbent organizes outreach programs and engages with audiences in the Consular District with a special emphasis on promoting education in the United States. S/he liaises with the EducationUSA advisors in Mumbai and Ahmedabad, with the Regional Education Advisors' Coordinator (REAC) in Delhi, with the Consular Information Unit, and with others as needed to coordinate PAS Mumbai's education promotion activities. The incumbent maintains contacts with relevant people and forums through which U.S. and Indian educational entities seek to build partnerships. The incumbent proactively sends current information to targeted audiences to meet mission goals; organizes programs to reach a wide variety of audiences; actively provides advisory services including assisting patrons as required; and develops new contacts.

14. MAJOR DUTIES AND RESPONSIBILITIES

A. Outreach, Coordination, and Public Programming

60%

- Propose innovative outreach programs with an emphasis on programs promoting education in the United States;
- Serve as the PAS coordinator for education promotion issues, liaising across PAS and with the Consular Information Unit, EducationUSA, the REAC, and any other interested parties;
- Identify new program partners and opportunities in Western India; conceptualize and implement varied programs both within the Consulate and at partner venues;
- Ensure diverse programming in education outreach using a variety of formats, including but not limited to book discussions, film screenings, visiting speakers, programs with alumni of U.S. exchanges and universities, and other such outreach tools.
- Make all logistical arrangements in support of designated programs and ensure smooth functioning. This includes, but is not limited to, making transportation arrangements for offsite events; ensuring access to the venue for all participants and guests; addressing audiovisual needs; preparing an agenda or flow of events; etc.;
- Build audiences for programs including for visiting speakers or officials;
- Prepare notional and final schedules;
- Ensure smooth logistical functionality of programs;
- Coordinate any necessary financial documents for programs such as grant or purchase order paperwork to be processed and approved by appropriate officials;
- Arrange local transportation with motor pool and/or coordinates logistics with GSO; and
- Initiate and coordinate the support of the administrative, press, audiovisual, and Library sections, that together make for an integrated, high-impact program; and
- Serve as a Grants Officer Representative (GOR) which entails monitoring and evaluating Department of State-funded grants and cooperative agreements.

B. Initiate, sustain, and expand contact with decision-makers:

20%

- Identify, initiate, and cultivate relationships with key individuals and institutions in western India to promote mission goals with a special focus on education issues. Contacts include, but are not limited to state government officials in western India responsible for education issues, vice chancellors of universities, principals of colleges and schools, NGO representatives, and influencers working in civil society, business, academia, and other such sectors;
- Communicate regularly with contacts and use representational opportunities as appropriate for further engagement;
- Suggest additions/deletions/revisions to the Consulate contact database; and
- Identify potential IVLP nominees and draft justifications for their participation in U.S.-funded exchanges.

C. Customer Service, Reference, and American Spaces Support

20%

- Engage with patrons in the American Space in the Consulate, build relationships, learn their areas of interest, and remain familiar with their borrowing and attendance patterns;
- Identify potential program partners and exchange candidates from among these contacts;
- Accordingly suggest titles to them and invite them to suitable programs;
- Prepare infopacks and e-infopacks encompassing strategic issues and in support of PAS programs; use online databases as required to prepare such materials;
- Identify and retire obsolete and underused resources, especially those pertaining to education; and
- Recommend new books/films/periodicals/electronic/other resources with a focus on education for ordering.

15. QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE

- a. Education: A bachelor's degree in education, the social sciences, or the humanities.
- b. Prior Work Experience: Four years of progressively responsible experience in organizing programs and/or events.
- c. Post Entry Training: Professional level post entry training is generally on-the-job training to gain knowledge of American education opportunities and tools, reference tools and services. Incumbent will be trained to use on-line databases, on-line library software and new media.
- d. Language Proficiency: Level IV (Fluency) in English (speaking, reading, and writing) is required. Level III (Good working knowledge) in Hindi, Marathi, or Gujarati (speaking/reading), is also required.
- e. Job Knowledge: Thorough understanding of education system in the U.S. and India. Knowledge of U.S. society, culture, history, political, environmental and economic institutions. Knowledge of youth organizations, schools, and educational institutions across Western India.

- f. Skills and Abilities: Must be able to initiate and maintain contact with government officials, educational, cultural and social influencers, as well as with students and parents interested in study in the United States. Must be creative and well-organized, with ability to multi-task, conceptualize, initiate, and follow-through on complex program activities. Needs excellent written and oral communication and interpersonal skills. Requires ability to work as a member of a team and contribute to a cohesive team spirit.

16. POSITION ELEMENTS

- a) Supervision Received: Directly Supervised by the Dy. Librarian - Outreach (BLN-721003), but is delegated full responsibility and accountability for all technical aspects of the job.
- b) Supervision Exercised: NONE .
- c) Available Guidelines: Policy guidelines are received from the Information Resource Officer (IRO) and Library Director. Strategic goals set by PA management; program development checklist.
- d) Exercise of Judgment: Incumbent applies judgment in conception of educational programs to ensure maximum effectiveness. Exercises extensive independent judgment in responding to all reference queries, in analyzing each query, determining the scope and nature of response, and in interpreting and evaluating materials available. Is responsible for the selection of key individuals and institutions with which Public Affairs Section/State Department should have contact.
- e) Authority to Make Commitments: Ability to make programmatic commitments with approval of supervisor. Serves as a Grants Officer Representative (GOR) for all programs.
- f) Nature, Level and Purpose of Contacts: Initiates, maintains and develops contacts throughout a broad range of organizations, including the education sector/academia and cultural leaders, youth leaders, government. Establishes relationships of mutual respect through which these individuals/institutions can be effectively involved in PAS programs for broadening understanding of U.S. policy objectives.
- g) Time Expected to Reach Full Performance Level: One year.
